1	2
Tripura	0.06
Uttaranchal	0.18
Uttar Pradesh	2.38
West Bengal	2.04
Andaman and Nicobar Islands	0.01
Chandigarh	0.08
Dadra and Nagar Haveli	0.01
Daman and Diu	0.01
Delhi	1.13
Lakshadweep	0.00
Pondicherry	0.06
All India	24.71

Migration to urban areas

1097. DR. GYAN PRAKASH PILANIA: Will the Minister of HOUSING AND URBAN POVERTY ALLEVIATION be pleased to state:

(a) the present status of migration from rural areas to urban areas;

(b) the future projection thereof and its implications;

(c) how grave is the scenario; and

(d) the steps being taken for arresting migration to urban areas?

THE MINISTER OF STATE IN THE MINISTRY OF HOUSING AND URBAN POVERTY ALLEVIATION (KUMARI SELJA): (a) to (c) As per the Census of India 2001 data, total migrants population between 1991-2001 was 98.30 million. Out of this about 22% comprises of rural to urban migrants. Contribution of rural-urban migration to urban migrants. Contribution of rural-urban migration to urban population growth has been relatively small in India compared to many developed and developing countries. However, there are considerable regional variations in the patterns of migration. In States like Maharashtra, Gujarat, Haryana and Delhi, migration has contributed significantly to the process of urban growth. The Census does not provide any future projection of rural-urban migration.

(d) The Government of India has adopted a two pronged approach for tackling rural poverty and rural-urban migration in the country: firstly by providing basic amenities in rural areas through schemes like Pradhan Mantri Gram Sadak Yojana (PMGSY), Bharat Nirman, Accelerated Rural

Water Supply Programme, National Rural Health Mission, Indira Awas Yojana (IAY), Sarva Shiksha Abhiyan and Mid Day Meal (MDM) Scheme; and secondly by targeted employment generation schemes like Swarna Jayanti Gram Swarozgar Yojana (SGSY), Sampoorna Grameen Rozgar Yojana (SGRY), and the National Rural Employment Guarantee Scheme (NREGS).

Spurt in advertisement industry

†1098. SHRI RAM JETHMALANI:
SHRI SHIVANAND TIWARI:

Will the PRIME MINISTER be please to state:

(a) whether it is a fact that the business of advertising industry has been growing since last few years;

(b) if so, the rate of growth during the years 2006, 2007 and 2008; and

(c) the growth rate of advertising industry and electronic media separately?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) to (c) Yes, Sir. As per the report of Federation of Indian Chambers of Commerce and Industry (FICCI) — KPMG Media and Entertainment Industry Report for the year 2009, Indian Advertising Industry has recorded 17.1% of Compounded Annual Growth Rate (CAGR), during the period 2006-2008. The details of the CAGR, recorded in the FICCI-KPMG Report, for the period 2006-2008, in respect of the electronic and print media advertisements are as below:—

Print	:	16.0%
Television	:	16.7%
Radio	:	19.7%
Internet Advertising	:	45.2%
Outdoor	:	17.3%

AIR

1099. SHRI SABIR ALI: Will the PRIME MINISTER be pleased to state:

(a) the details of services being provided by the External Services Division of All India Radio;

(b) the details of personnel required and deployed for each service, respectively;

(c) the details of shortage in each service; and

(d) by when the shortage would be met?

THE MINISTER OF STATE IN THE MINISTER OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) to (c) Prasar Bharati have informed that External Services Division

†Original notice of the question was received in Hindi.